

Workplan Logistics
Program Contact: Evan Toulon, #6316

I. Selling/Execution Detail

Month: June

Promotion: DORAL B1G1F

Promotion #: 800432

Item #: 541865 Display/POS Kit

Segment: Partners Pack Outlets

SKU Quantity: 20

Placement/MSA Reporting: DOR JUN B1G1F

Reporting Dates: 6/1/98 - 7/31/98

Promotion Details: 1) Promotion Description - DORAL Buy 1 Get 1 Free with name generation insert will be pre-sleeved in Winston-Salem (Philadelphia, Boston, New York, Buffalo, N. California, S. California, Seattle, Chicago, Detroit Regions) WAM will participate.

2) Materials Description - #541865 Display/POS Kit includes POS Card, Counter Display

3) Recommended Displays - Included in SKU

Pricing Details: - Invoice Description: DORAL B1G1F
- Pricing: Regular list price
- Terms: Standard 3.25% on live product. Handling allowance 3.25% on free product 1.4% EFT
- Additional Allowance: State tax for free product

Promotional Packaging UPC: 12300-23797

Product UPC: <u>25361 - DORAL FF Mthl</u>	<u>25366 - DORAL Mthl 100</u>
<u>25362 - DORAL FF 100</u>	<u>25367 - DORAL FF Box</u>
<u>25364 - DORAL FF 85</u>	<u>25368 - DORAL Lts Box</u>
<u>25363 - DORAL Lts Mthl 100</u>	<u>25369 - DORAL Box 100</u>
<u>25365 - DORAL Ult Lts 100</u>	<u>25370 - DORAL Lts Box 100</u>

* VAP Payment Per 6M Case: 1) Pack Only - \$3.30 per promoted 6M case (\$.77 * per SKU of 20)
2) Pack and Ship - \$4.90 per promoted 6M case (\$1.14 * per SKU of 20)

II. Promotion Timing

Allocations Available: 3/2/98

Model Available: 3/23/98

Allocation Adjustments to Model: 3/23 - 4/17/98

Templates Available: 4/20/98

Valued-Added Transfer Deadline: 4/24/98

First Order Date: 4/27/98

First Delivery Date to Direct Accounts: 5/18/98

VAP/Delivery Date to Retail Accounts: 6/15/98

Last Delivery Date to Direct Accounts: 6/26/98

Roll Remaining Allocations to National/Clean-Up: 6/29 - 7/3/98

* **Revised - SKU Cost Only**

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Second Quarter 1998
June C/G DORAL B1G1F (9 Regions)
Promotion #800432, Item #541865

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Region	# Offers	# SKUs	# POS/Dply KIt (1/SKU)	Total 6M Cases	Lt Mth 100	U1 Lt 100	Lt Box 100	FF Box 100	Lt Box	FF Box	FF 85	FF 100	FF Mth 85	FF Mth 100
1100 Boston	87,600	4,380	4,380	584	146	146	146	146	0	0	0	0	0	0
1200 New York Metro	52,200	2,610	2,610	348	87	87	87	87	0	0	0	0	0	0
1300 Philadelphia	27,000	1,350	1,350	180	45	45	45	45	0	0	0	0	0	0
1600 Buffalo	86,400	4,320	4,320	576	144	144	144	144	0	0	0	0	0	0
Total NESA	253,200	12,660	12,660	1,688	422	422	422	422	0	0	0	0	0	0
5100 N. California	105,600	5,280	5,280	704	15	15	169	169	170	170	0	0	0	0
5400 S California	110,100	5,505	4,905	734	0	0	162	226	162	184	0	0	0	0
5600 Seattle	81,600	4,080	4,080	544	0	0	136	136	136	136	0	0	0	0
Total WSA	297,300	14,865	14,265	1,982	15	15	467	531	468	490	0	0	0	0
6200 Chicago	19,200	960	960	128	0	0	0	0	0	0	32	32	32	32
6700 Detroit	130,200	6,510	6,510	868	217	217	217	217	0	0	0	0	0	0
Total MWSA	149,400	7,470	7,470	996	217	217	217	217	0	0	32	32	32	32
GRAND TOTAL	699,900	34,995	34,395	4,666	654	654	1,106	1,170	468	490	32	32	32	32

NOTE: 6M case = 150 offers or 7.5 displays of 20 each.
 Each carton contains 5 pre-sleeved offers.